

Message Text

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TO AMEMBASSY LONDON

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E.O. 11652, N/A

TAGS: BEXP, UK

SUBJECT: FY-1978 COUNTRY COMMERCIAL PROGRAM - UNITED
KINGDOM

REF: (A) LONDON 6074; (B) STATE 292385

1. THE FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER TO
THE PRELIMINARY FY-1978 CCP INPUTS SUBMITTED PER REFTEL
(A) IN RESPONSE TO STATE 054879 AND ARE PROVIDED AS
GUIDANCE TO ASSIST THE POST IN FORMULATING ITS DRAFT
CONTRIBUTION TO THE FY-1978 PROGRAM.

2. EXCEPT AS NOTED BELOW, WE JUDGE THAT THE PATTERN AND
THEMES OF SUGGESTED CAMPAIGNS CONTINUE TO CONSTITUTE AN
OPTIMUM APPROACH TO EXPLOITING SALIENT MARKET OPPORTU-
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NITIES ON BEHALF OF U.S. INDUSTRY.OF THE EIGHT TRADE
CENTER EXHIBITION AND ONE TRADE FAIR NOW SCHEDULED FOR
FY-1978, SEVEN CORRESPOND TO THE SUGGESTED CAMPAIGN
THEMES.

3. WHILE POST HAS RATED OFFSHORE OIL AND GAS CAMPAIGN AS

NUMBER ONE PRIORITY, AND WE CONCUR THAT IT DESERVES A HIGH RATING, WE ARE OF THE OPINION THAT MODERNIZATION

OF PLANT AND EQUIPMENT WILL BE AN EVEN HIGHER PRIORITY - IN COMING YEARS THAN IT HAS IN THE PAST. CONSEQUENTLY, WE RECOMMEND THAT CAMPAIGN 2 (METALWORKING AND FINISHING) BE EXPANDED TO INCLUDE OTHER INDUSTRIAL PRODUCTION EQUIPMENT RELATING TO PLANT MODERNIZATION SUCH AS (BUT NOT LIMITED TO) AUTOMATED PRODUCTION EQUIPMENT AND ENGINEERING DESIGN AS WELL AS METALWORKING AND FINISHING. WE WOULD THEN CONSIDER CAMPAIGN 2 AS THE HIGHEST PRIORITY FOR FY 1978.

4. INASMUCH AS THE U.K. MAY NOT BE AS FAR INTO ITS RECOVERY PROGRAM AS EARLIER PREDICTED, IS POST STILL OF OPINION THAT CONSUMER EXPENDITURES WILL BE AT A LEVEL THAT WILL SUPPORT A CONSUMER GOODS CAMPAIGN? WE RECOMMEND THAT POST REEXAMINE THE VIABILITY OF THIS CAMPAIGN.

5. WE ALSO RECOMMEND THAT THE PROPOSED AIR/WATER TREATMENT CAMPAIGN BE REEXAMINED, PARTICULARLY AS TO WHETHER THE U.K. RECOVERY PROGRAM WILL HAVE PROGRESSED TO A POINT WHERE PUBLIC FUNDS WILL BE AVAILABLE TO MAKE THIS A WORTHWHILE CAMPAIGN ACTIVITY FOR FY 1978.

6. DATA COMMUNICATION IS ANOTHER CAMPAIGN THAT WE BELIEVE WARRANTS REEVALUATION. SEVERE CUTBACKS IN THE POST OFFICE'S PLANS BECAUSE OF REDUCTIONS IN PUBLIC EXPENDITURES COULD SIGNIFICANTLY MINIMIZE THE RANGE AND VOLUME OF TRADE OPPORTUNITIES FOR THIS THEME.

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7. IF REEXAMINATION OF THE AFOREMENTIONED CAMPAIGNS ENCOURAGES THE POST TO DROP ONE OR MORE OR DIVERT FROM CAMPAIGN STATUS TO "OTHER POST SPECIAL EFFORTS", WE PROPOSE THAT UNUSED E/C RESOURCES BE UTILIZED FOR A HEALTH CARE CAMPAIGN TO EXPLOIT LONDON'S ROLE AS THE INTERNATIONAL SALES CENTER FOR THIRD-COUNTRY PURCHASES OF MEDICAL EQUIPMENT INCLUDING COMPLETE HOSPITAL AND PUBLIC HEALTH SYSTEMS.

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